

WITN-TV
EEO PUBLIC FILE REPORT
August 1, 2003 – July 31, 2004¹

I. VACANCY LIST

See **Master Recruitment Source List (MRSL)** for recruitment source data

Job Title	Recruitment Sources (RS) Used to Fill Vacancy²	RS Referring Hiree
Newscast Producer	1,2,9-11,13,14,16,17,20,21,23,24, 28-30,32,34-38, 42, 43	41
Newscast Producer	1,2,9-11,13,14,16,17,20,21,23,24, 28-30,32,34-38, 42, 43	42
Production Assistant	2,3,9-11,13,14,16,18,19,39,42,43	39
News Videographer	1,2,4-6,9-11,13, 14, 17,23,24, 29,30,34-38,42,43	43
Account Executive	4,7,8,13, 14, 19,24,37,41-43	42
Account Executive	4,7,8,13, 14, 19,24,37,41-43	44
Account Executive	4,7,8,13, 14, 19,24,37,41-43	44
Master Control Operator	2-6,11-14, 16,18,19,25,26, 41-43	13
Master Control Operator	2-6,11-14, 16,18,19,25,26, 41-43	18 and 41
Production Assistant	1-6,9-11,13,14,18,19,23,30, 36,42,43	43
Maintenance Engineer	3,5,14,18,19,22,23,25,27,33,42,43	42
Reporter/Anchor	1,2,4,9-11,13,14,16,17,20,21,23,24, 28,29,30-32,34-38,41,42	42
Account Executive	9-11,13-15,18,24,34,35,37,42,43	43
Account Executive	9-11,13-15,18,24,34,35,37,42,43	43
Producer	1,2,4,9-11,13,14,17,20,23,24,28-31, 34-38,42,43	42
Production Assistant	2,3,9-11,13-15,18,19,39,42,43	42
Producer	1,2,4,9-11,13-15,17,20,21,23,24, 28,31,32,34-37,39,42,43	42

¹ This report provides recruitment data collected through July 22, 2004.

² Please see MRSL for precise information concerning entitled sources. For each position, the station used all recruitment sources that were “entitled” when the job was posted.

Job Title	Recruitment Sources (RS) Used to Fill Vacancy ²	RS Referring Hiree
News Videographer	1,2,4,5,6,9-11,13-15,17,18,23,24,30,36,37,41-43	18

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II. MASTER RECRUITMENT SOURCE LIST (MRSL)

RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over reporting period
1	Appalachian State University – Brett Woodard John Thomas Hall Boone, NC 28608 828-262-2180	N	0
2	Barton College – Duane Brooms Dept of Communications Wilson, NC 27893 252-399-6388	N	0
3	Beaufort Community College – Rhunell Boyd PO Box 1069 Washington, NC 252-946-6194	N	0
4	Campbell University – Dr. Ernie Martin PO Box 130/Rogers Hall Buies Creek, NC 27506-0130 910-893-1520	N	0
5	Carolina School of Broadcasting – Ken FuQuay 3435 Performance Road Charlotte, NC 28214 704-395-9372	N	0
6	Central Carolina Community College – Broadcast Dept Office manager 1105 Kelly Drive Stanford, NC 27330 919-775-1221	N	0
7	Coastal Carolina Community College – Career Service Office manager 444 Western Boulevard Jacksonville, NC 28540 910-455-1221	N	0
8	Craven County Community College – Wanda Thomas PO Box 885 New Bern, NC 28560 252-638-7401	N	0
9	ECU Office of Cooperative Education – Larry Donnely Suite 2300, General Classroom Building Greenville, NC 27858-4353 252-328-6979	N	2
10	ECU Department of Broadcasting - Kaye Fairweather 103 Joyner East Greenville, NC 27858-4353 252-328-6621	N	0
11	Elizabeth City State University – Melba Brown PO Box 804 Elizabeth City, NC 27909 252-335-3594	N	0
12	Edgecombe Community College – Lillie Anderson 2009 West Webster Street Tarboro, NC 27886 252-823-5166	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over reporting period
13	Employment Security Commission – Flora Hayes 112 W. 3 rd Street Washington, NC 27889 252-946-2141	N	3
14	Gods Congregation Through U-shua – Edward Boze, Jr. 3728 Old River Road Greenville, NC 27834-7350 252-754-2886	Y	0
15	Indian Woods Missionary Baptist Church – Reverend Wilson 2330 Indians Wood Road Windsor, NC 27983 252-794-3187	Y (since 1/23/04)	0
16	Jacksonville Housing Authority – LaShanna York 1085 Golfair Boulevard Jacksonville, FL 32209 904-366-6097	Y (from 7/28/03 through 8/26/03)	0
17	James Madison University – Marilou Johnson Dept. of Mass Communications Harrisonburg, VA 22807 703-568-7007	N	0
18	Joblink Career Center – A.J. Tyson, Jr. 4054J Community Square Shopping Center Winterville, NC 28590 252-321-4534	N	4
19	Lenoir Community College – Sue Novicki PO Box 188 Kinston, NC 28501 252-527-6223	N	0
20	Medialine – Mark Shilstone PO Box 51909 Pacific Grove, CA 93950 408-648-5200	N	0
21	NAB – Employment Clearinghouse – Karen Hunter 1771 N Street NW Washington, DC 20036-2891 202-429-5368	N	0
22	Nash Community College – Georgia Robertson PO Box 371 Rocky Mount, NC 27802 252-443-4011	N	0
23	NC A&T University - Nagatha Tompkins 111 Crosby Hall Greensboro, NC 27411 910-334-7599	N	0
24	NC Association of Broadcasters – JoAnn Davis PO Box 627 Raleigh, NC 27602 919-821-7300	N	0
25	Pamlico Community College – John Jones PO Box 185 Grantsboro, NC 28529 252-249-1851	N	0
26	Pitt Community College – Leslie Rogers PO Box 7707 Greenville, NC 27834 252-355-4322	N	0
27	Roanoke-Chowan Community College – Cassandra Smith Rt. 2, Box 46-A Ahoskie, NC 27910 252-862-1250	N	0

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over reporting period
28	RTNDA – Steve Dunphy 1000 Connecticut Ave, Suite 615 Washington, DC 20036-5302 202-659-6510	N	0
29	Shaw University – Juanda LaJoyce Holley 118 E. South Street Raleigh, NC 27601 919-546-8280	N	0
30	St. Augustine University – Jerelene Carter 1315 Oakwood Drive Raleigh, NC 27610 919-516-4237	N	0
31	Syracuse University – Karen McGee 215 University Place – Newhouse Syracuse, NY 13244-2100 315-443-3270	N	0
32	Talent Dynamics – Julie Banta 8828 Stemmons, Suite 510 Dallas, TX 75247 214-630-9590	N	0
33	Television Week – Classifieds (Eric Chasko) Echasko@crain.com Chicago, IL 323-370-2415	N	0
34	UNC – Chapel Hill - Jay Eubank CG 2265 Howell Hall Chapel Hill, NC 27599-3365 919-962-4518	N	0
35	UNC Greensboro - Donna Seckar 207 Foust Building Greensboro, NC 27412-5001 336-334-5454	N	0
36	UNC – Pembroke - Sallyann Clark Dept of Mass Communications Pembroke, NC 28372 910-521-6378	N	0
37	UNC – Wilmington - Karen Thompson 601 South Bend Road Wilmington, NC 28403-3297 910-962-3174	N	0
38	USC College of Journalism – Dr. Sonya Duhe Carolina Coliseum, USC Columbia, SC 29208 803-777-3321	N	0
39	Washington Daily News Office Manager N. Market Street Washington, NC 27889 252-946-2144	N	4
40	Greenville Daily Reflector Office Manager PO Box Greenville, NC 27834 252-758-0110	N	1
41	WITN –TV On-Air Announcement	N	8
42	www.witntv.com	N	11
43	WITN-TV Station Posting/Employee Referrals	N	13

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RS Number	RS Information	Source Entitled to Vacancy Notification? (Yes/No)	No. of Interviewees Referred by RS over reporting period
44	Self-Referral/Walk-in		3
TOTAL INTERVIEWEES OVER REPORTING PERIOD			49

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III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1	Participate in job fair	Lenoir Community College Job Fair on March 10, 2004. WITN-TV Operation Manager Michael Riddle and Production Manager Tom Midyette attended and manned a WITN-TV booth providing information about employment opportunities and internships to college students and others seeking employment in the community. In addition WITN-TV provided advertising support for the job fair and provided news coverage of the event.
2	Participate in job fair	Elizabeth City State University Career Fair on March 25, 2004. WITN-TV News Director Stephanie Shoop and Operations Manager Michael Riddle attended and manned a WITN-TV booth at the career fair. They provided information about employment opportunities and internships to students and others seeking employment in the community.
3	Participate in job fair	Beaufort Community College Job Fair on April 21, 2004. WITN-TV Production Manager Tom Midyette and Operations Manager Michael Riddle attended the job fair and manned a WITN-TV booth at the job fair. They provided information about employment opportunities and internships to students and others seeking employment in the community.
4	Internship Program	WITN-TV has accepted interns for a period of one semester from East Carolina University, North Carolina A&T, Barton College and Mississippi State University. WITN-TV accepted 1 intern during the Fall Semester 2003, 1 intern during the Spring Semester 2004 and 4 interns during the Summer Semester 2004. These interns are upper-class communication majors and are afforded career education and training in news, production,

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		marketing and promotion.
5	Management Training Seminar	North Carolina Association of Broadcaster's seminar on the FCC's EEO Rules and Discrimination Prevention Training on July 15, 2003. WITN-TV General Sales Manager Joe Carriere, Jr. participated in the management training session conducted by Mark Prak and Coe Ramsey, legal counsel for the NCAB.
6	Event or program sponsored by educational institution relating to career opportunities in broadcasting	WITN-TV has participated in a Job Shadowing project with several area high schools. High School seniors with an expressed interest in considering a career in communications spend a day "shadowing" a station employee as they go about their normal workday. In February 2004 WITN-TV hosted a total of 7 student "shadows": 1 student from South Central High School (Pitt County Schools), 2 students from Williamstown High School (Martin County Schools), 3 students from Northside High School (Beaufort County Schools), and 1 student from Southside High School (Beaufort County Schools).
7	Event or program sponsored by educational institution relating to career opportunities in broadcasting	WITN-TV has provided assistance to two high schools students completing "senior projects". These students are required to select a career field that interests them and then spend a minimum of 20 hours "shadowing" a person working in that career. The student must then prepare an oral and visual presentation on the learning experience. WITN-TV accepted 2 senior high school students from Pitt County Schools preparing senior projects for the 2003-04 school year, one from D.H. Conley High School and one from North Pitt High School.
8	Event or program sponsored by educational institution relating to career opportunities in broadcasting	WITN 7 News reporter/anchor Meredith White spoke with a group of students at North Carolina A&T about careers in the field of Broadcasting. In addition the station produced a "behind-the-scenes" videotape as a visual enhancement to this presentation.

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9	Activity reasonably calculated to further the goal or disseminating broadcast employment information to candidates who might otherwise be unaware	Operations Manager Michael Riddle serves on two advisory boards at Pitt Community College. In April 2004 he participated in Advisory Board Meetings for the Information Systems Department and the Marketing Department.
10	Train personnel of unaffiliated non-profit organizations to help them better refer job candidates for broadcast positions	Vice-President and General Manager Michael Weeks participated in a joint North Carolina Association of Broadcasters meeting with W. Stuart Towns, Ph.D., Department Chair in the Department of Communications at Appalachian State University. At this meeting the participants discussed establishing and exchanging information about career needs and skills necessary at the broadcast facilities and ways that the Department of Communications could adjust their curricula to meet these needs.